

Welcome To The All New

# sonoma

magazine



MEDIA KIT 2014



# 2014 Editorial Calendar

## The Heart of Wine Country

Sonoma is a world unto itself. Its defining landscape combines scenic beauty and agricultural abundance. It is urban sophistication in an idyllic, rural setting. It is a destination, a haven, a state of mind, and a way of life.



Michael Zivvyak, President

Sonoma Magazine's aim is to capture and celebrate this landscape and lifestyle. The magazine explores the food and wine culture that drives the region; the homes, outdoors, cuisine, personalities, cultural attractions, and style of the region with a fresh, informed voice, a curatorial point of view, and gorgeous visuals.

Sonoma Magazine does more than simply reflect Sonoma's identity and the culturally rich, sophisticated community it is. The insider's voice of the magazine contributes to, informs, and unites the region in a manner befitting Sonoma. It provides an arena for high-quality photography and writing in and about Sonoma and intelligent, valuable consumer reporting on the Sonoma experience.

Promoting the area to its most active, devoted residents, weekenders, and visitors, Sonoma Magazine is essential for people who live in Sonoma and for those who wish they did, appealing to the hearts and minds of loyal subscribers and newsstand browsers who want to take this amazing place home with them.

Sonoma magazine's aim is to capture and celebrate this landscape and lifestyle:

- » wine
- » cuisine
- » architecture
- » theater
- » cultural attractions
- » style
- » people



**March/April** (on-sale Mar 4, 2014)

Our Favorite Things



**May/June** (on-sale April 29, 2014)

The Food Issue



**Home+Garden** (on-sale May 27, 2014)

The new semi-annual magazine dedicated to home.

**July/August** (on-sale July 1, 2014)

Summer in Sonoma Issue

**September/October** (on-sale Sep 2, 2014)

Harvest Wine Issue

**Home+Garden** (on-sale Sep 30, 2014)

The new semi-annual magazine dedicated to home.

**November/December** (on-sale Nov 4, 2014)

The Influencers Issue

**Weddings** (on-sale Dec 2, 2014)

The annual insider's guide to getting married in wine country

Space Close and  
Non-Camera  
Ready Materials

All Materials Close

Jan 20, 2014

Feb 7, 2014

Mar 17, 2014

Apr 3, 2014

April 14, 2014

May 1, 2014

May 19, 2014

June 5, 2014

July 21, 2014

Aug 7, 2014

Aug 18, 2014

Sep 4, 2014

Sept 22, 2014

Oct 9, 2014

Oct 20, 2014

Nov 6, 2014

IN EVERY ISSUE

**gateway:** Stuff to know • **taste:** What we drink (and eat) • **the mix:** People, places, lifestyle  
**play:** Things to go do • **place:** At home indoors & out • **the finish:** Meet someone cool



# Demographic Overview

Targeting active, devoted residents, weekenders and visitors around the world

## AFFLUENT, EDUCATED, ACTIVE

### AGE

|             |     |
|-------------|-----|
| Age: 18 -34 | 20% |
| Age: 35 -49 | 26% |
| Age: 50+    | 54% |

### MARITAL STATUS:

|         |     |
|---------|-----|
| Married | 76% |
| Single  | 24% |

### EDUCATION:

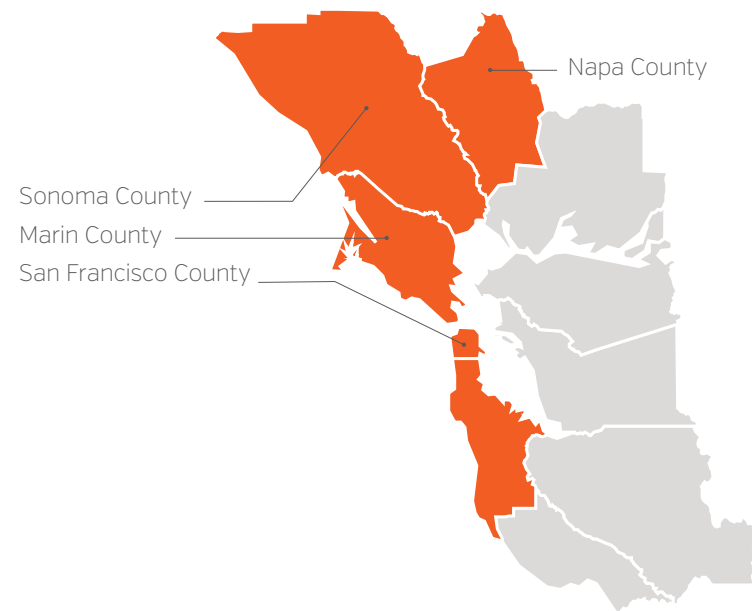
|                               |     |
|-------------------------------|-----|
| Any College                   | 76% |
| Any Post Graduate Work/Degree | 31% |

### EMPLOYMENT:

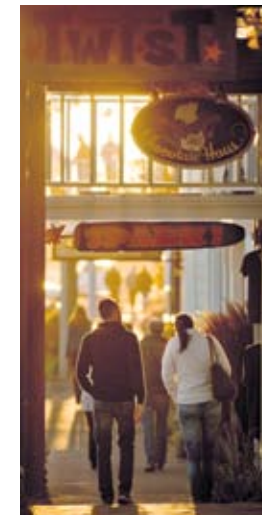
|                      |     |
|----------------------|-----|
| Employed - Full time | 63% |
| Employed - Part time | 13% |
| Not Employed         | 24% |

**MEDIAN HH INCOME** \$162,211

**MEDIAN MARKET VALUE OF OWNED HOME** \$697,788



Source: Scarborough r2, 2012



# They have active Lifestyles

## HOME

- » 16% Spent \$10,000 or more on all Home Improvements

## LIFESTYLE:

- » 61% travelled domestically on vacation in past 12 months
- » 20% attended a symphony or opera in past 12 months

## OUTDOOR ACTIVITIES IN PAST 12 MONTHS:

- » 63% gardened
- » 38% have enjoyed hiking
- » 28% Mountain Biked

## ALCOHOLIC BEVERAGES

- » 73% drink wine
- » 54% drink beer
- » 49% drink liquor/spirits

## FOOD/DINING

- » 64% buy locally grown food
- » 53% dine out 5 or more times a month





## Distribution

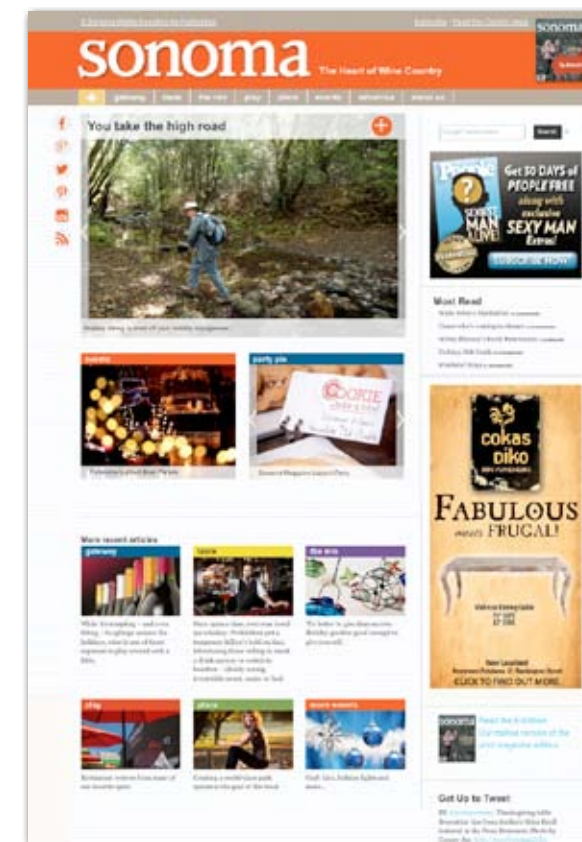
Covering the “Greater Sonoma Region”

- » 25,000 (100,000)
- » 6 Issues Per Year
- » Paid Subscribers [\$14.99 Per Year for 6 Issues]
- » Paid Newsstand [\$4.95]
- » **Safeway** Dedicated Pockets at Check-Out
- » **Whole Foods** in Sonoma, Napa, Marin and San Francisco
- » **Barnes & Noble**
- » Upscale **In-Room** Hotel Distribution in Sonoma, Napa, Marin, San Francisco
- » Airport Distribution at **SFO & OAK**
- » Other Retailers in Sonoma County
- » Partnerships with **InVino** and upscale Wine Clubs
- » Audit pending with Circulation Verification Council (CVC)

# New Website Engages Anywhere

sonomamag.com

Original content, blogs, photo galleries, calendars



**January/February**  
Romance Issue

**March/April**  
Our Favorite Things

**May/June**  
The Food Issue

**May**  
Home+Garden

**July/August**  
Summer in Sonoma

**September/October**  
Harvest Wine Issue

**September**  
Home+Garden

**November/December**  
The Influencers Issue

**December**  
Weddings

## Social Media

Dedicated Social Media Editor for Facebook, Twitter, Instagram, Google + and Pinterest

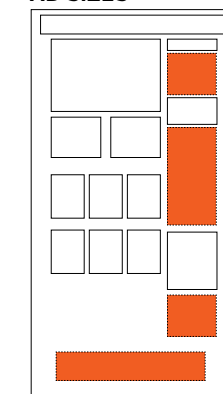


## Events

Several series including custom events. Talk to your Account Executive for sponsorship opportunities.

sonomamag.com

### AD SIZES



**Square/Rectangle**  
300 x 250  
File Size: 60KB

**Standard Banner**  
300 x 600  
File Size: 60KB

**Leaderboard**  
728 x 90  
File Size: 60KB

**Homepage Takeover Available**  
100% Homepage Traffic  
300 x 50 [x2]  
300 x 600  
728 x 90

Newsletter Ad Specifications  
Ad sizes in pixels: 300 x 250  
Files Size: 60KB

Dedicated E-Blast Specifications  
Ad sizes in pixels: 300 x 250  
Files Size: 60KB

E-Edition  
All pages will be on the E-Edition  
sonomamag.com



**Materials Shipping Address:**  
427 Mendocino Avenue, Santa Rosa, CA 95401

**Attention:** Linda Hann or your Sonoma Magazine Publications Account Executive and/or Account Manager

# Rates

| Ad Size   | 1X Open Rate | 3X (5% Disc) | 6X (15% Disc) |
|-----------|--------------|--------------|---------------|
| Full Page | \$2,975      | \$2,825      | \$2,525       |
| 2/3 Page  | \$2,395      | \$2,275      | \$2,035       |
| 1/2 Page  | \$1,935      | \$1,835      | \$1,645       |
| 1/3 Page  | \$1,475      | \$1,395      | \$1,255       |
| 1/4 Page  | \$1,105      | \$1,050      | \$940         |
| 1/6 Page  | \$735        | \$695        | \$625         |

## Premium Positions

|                |     |
|----------------|-----|
| Back Cover     | 30% |
| Inside Covers  | 20% |
| Opposite TOC's | 15% |

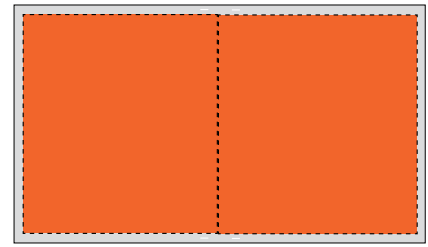
Color ad/per issue

All Rates are NET

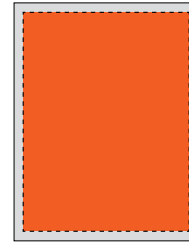
Advertisements assigned to premium positions are subject to creative approval prior to placement confirmation. The Publisher may reject or cancel any advertising for any reason at any time.

# Contact Us

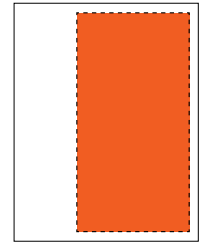
Michael Zivyak, President, Magazine Division  
 Sonoma Media Investments, LLC  
 427 Mendocino Avenue, Santa Rosa, CA 95401  
 P: 707.521.5284  
 michael.zivyak@pressdemocrat.com



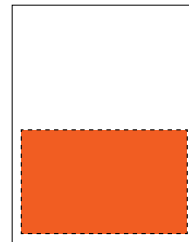
**2 Page spread bleed** = 18.25" x 11.125"  
Trim = 18" x 10.875"



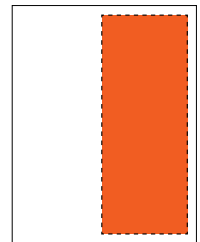
Full page bleed  
9.25" x 11.125"  
Trim = 9" x 10.875"



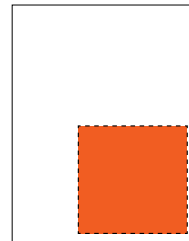
2/3 vertical  
5.375" x 9.875"



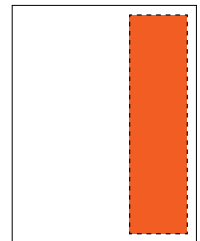
1/2 horizontal  
8" x 4.75"



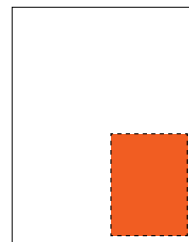
1/2 vertical  
3.75" x 9.875"



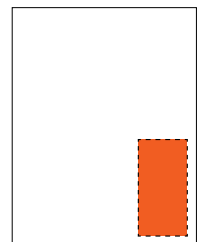
1/3 square  
5.375" x 4.75"



1/3 vertical  
2.375" x 9.875"



1/4 square  
3.75" x 4.75"



1/6 square  
2.375" x 4.75"

**Color Space:** CMYK only

**Image Resolution:** 300 dpi Line Screen: 150 dpi

**Preferred Format:** All materials should be sent as Press Quality PDF's to your Account Executive and/or Account Manager

**Publication Trim Size:** 9" x 10.875"

**Safety Size:** 7.75" x 10.125"

1/2" in from the top and bottom bleed size  
3/4" in from left and right bleed size

**Binding Method:** Perfect Bound

**Materials Shipping Address:**

427 Mendocino Avenue, Santa Rosa, CA 95401

**Attention:** Linda Hann or your Sonoma Magazine Publications Account Executive and/or Account Manager